



THE PPC STORY

MAS (Midlands Asbestos Solutions) started their paid search campaign with Fifteen in October 2013, after working with Fifteen on a number of projects previously, such as a new website build and an SEO campaign.

MAS wanted a PPC campaign to boost traffic to their website, as well as increase conversions.

MAS recognised the success of the PPC campaign and doubled their budget within the first quarter.

The strategy

A campaign was set up targeting 'midlands asbestos removal' and 'midlands asbestos companies'.

Due to the nature of the business, they only wanted to target audiences who are located in the Midlands.

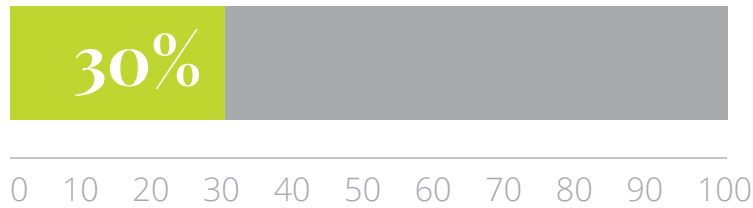
Therefore, we geo-targeted the campaign so that ads would only surface to people who were located in cities within the Midlands. This allows for a more targeted campaign and eliminates wasted clicks.

Results



Although MAS has a limited pool of keywords (8 in total) due to their niche market, the campaign is **highly effective** and drives significant business to the website.

Key highlights



of all website traffic is driven from
paid search activity



Conversion rate
on paid search
(33% higher than all
other channels)



12.27%
click through rate



**Average
position**

What they say about us

"Fifteen were professional, helpful and efficient in all of their work. The new website they've designed for us is superb and has increased the number of enquiries we are receiving due to the SEO and PPC work they've done."

Darren Skinner
Director, Midlands Asbestos Solutions